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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/539,330	06/15/2005	Declan P. Kelly	NL021460	9273
24737 7590 10/31/2007 PHILIPS INTELLECTUAL PROPERTY & STANDARDS P.O. BOX 3001 BRIARCLIFF MANOR, NY 10510			EXAMINER GOETZE, SIMON A	
			ART UNIT 2617	PAPER NUMBER
			MAIL DATE 10/31/2007	DELIVERY MODE PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/539,330	Applicant(s) KELLY ET AL.	
	Examiner Simon A. Goetze	Art Unit 2617	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 20 August 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-34 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-34 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 15 June 2005 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Amendment

This Action is in response to Applicant's amendment filed August 20, 2007. Claims 1, 18, and 20 have been amended. **Claims 1-34** are currently pending. This Action is made **FINAL**.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out

the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

1. **Claims 1-2, 11, 14-17, 20-28, and 32** are rejected under 35 U.S.C. 103(a) as being unpatentable over **McDonnell et al. (US Patent Application Publication 2002/0177449)** in view of **O'Hare et al. (US Patent Application Publication 2003/0104840)**.

Consider **claims 1, 20-26, and 32**, McDonnell et al. discloses a method of enabling an electronic transaction, the method comprising:

providing storable electronic content to a user (*removable data carrier 83 – Figures 6 and 7 – Abstract; Page 5, Paragraph 0068*),

providing an electronic application to the user that restricts user access to the storable electronic content (*access to the inserted media is restricted – Abstract; Page 5, Paragraphs 0060-0061 and 0064*); and

subsequent to the user being provided with the storable electronic content, providing content comprising control commands that are receivable from a party other than the user, the control commands enabling the electronic application to render the electronic content accessible to the user (*the user requests to access the content from the removable media, but must acquire appropriate authorization from a server to render the content accessible – Page 4, Paragraphs 0045-0050; Page 5, Paragraphs 0060-0061 and 0064*).

However, while McDonnell et al. disclose the act of providing access to content provided to a user upon appropriate interaction with a system other than the user by receiving a message

containing control commands, they fail to disclose that the control commands are received as electronic advertising content comprising the control commands.

In related prior art, O'Hare et al. disclose storing of content on a user's device and activating that content based upon a trigger (i.e. control commands) that is generated upon the user playing the received advertisement (*as the content is presented to the user based upon a trigger, a control command is issued to play the content stored on the user's device – Page 2, Paragraphs 0020-0022; Page 3, Paragraphs 0029-0030*).

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to incorporate the teachings of O'Hare et al. with those of McDonnell et al. because it is desirable to provide a minimally intrusive way to present preloaded information when a pertinent trigger is received.

Consider **claim 2**, as applied to claim 1 above, McDonnell et al. as modified by O'Hare et al. further discloses that the storable electronic content and the electronic application are stored on a portable wireless device (*mobile device 90 – Figure 7 – Page 5, Paragraphs 0068*), and wherein providing the control commands comprises:

connecting the portable wireless device to a server (*authorization server 40 – Figure 7 – Page 5, Paragraph 0068*); and

transmitting the control commands from the server to the portable wireless device (*Page 5, Paragraphs 0061, 0064, and 0068*).

Consider **claims 11, 14, and 27-28**, as applied to claims 1 and 20 above, McDonnell et al. as modified by O'Hare et al. disclose that the electronic advertising content is provided

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together with the electronic content as is renderable by the electronic application (*O'Hare et al. – Figures 3A-3D – Page 2, Paragraph 0020*).

Consider **claim 15**, as applied to claim 11 above, McDonnell et al. as modified by McDonnell et al. and further by O'Hare et al. fails to teach the use of geographic information to determine advertising.

However, McDonnell et al. further discloses that the storable electronic content and the electronic application are stored on a portable wireless device, and wherein providing the control commands comprises the acts of:

connecting the portable wireless device to a server (*Page 4, Paragraph 0045; Page 5, Paragraph 0065*);

determining a geographic region where the portable wireless device is located (*Page 4, Paragraph 0047; Page 5, Paragraph 0064*);

identifying electronic advertising for the determined geographic region (*Page 4, Paragraph 0048; Page 5, Paragraph 0065*); and

transmitting the control commands and the identified electronic advertising from the server to the portable wireless device (*Page 4, Paragraphs 0049-0050; Page 5, Paragraphs 0064-0065*).

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to incorporate these further teachings of McDonnell et al. in order to provide the most appropriate advertising for the user.

Consider **claim 16**, as applied to claim 1 above, McDonnell et al. as modified by O'Hare et al. further discloses that the control commands control at least a selection of the electronic content (*Page 4, Paragraphs 0045-0050; Page 5, Paragraphs 0060-0061 and 0064*).

Consider **claim 17**, as applied to claim 1 above, McDonnell et al. as modified by O'Hare et al. further discloses that the electronic content is at least audio (*removable data carrier 83 – Figures 6 and 7 – Abstract; Page 5, Paragraph 0068*).

2. **Claims 3-4, 6-8, 10, 29-31, and 34** are rejected under 35 U.S.C. 103(a) as being unpatentable over **McDonnell et al. (US Patent Application Publication 2002/0177449)** in view of **O'Hare et al. (US Patent Application Publication 2003/0104840)** further in view of **Lamkin et al. (US Patent Application Publication 2004/0220926)**.

Consider **claims 3 and 29-31**, as applied to claim 2 and 20 above, McDonnell et al. as modified by O'Hare et al. discloses a portable wireless device that receives electronic content and control commands in order to render content, but does not specifically require the commands to be sent every time the content is to be rendered for playback.

In related art, Lamkin et al. discloses a method wherein the control commands are separately transmitted each time the electronic application renders the electronic content accessible to the user (*read as the access rights manager 482, which performs e-commerce transactions through the content acquisition agent 472, may be required to obtain or validate licenses for entities before allowing playback each time – Figure 4 – Pages 17-18, Paragraphs 240-241*), the method comprising maintaining a count of a number of times that the control commands are transmitted to the portable wireless device (*usage counts are maintained in the*

metadata – Page 17, Paragraph 239; additionally the user may only be granted for a given number of these usage counts, and each time the file is accessed the usage count is decremented, Page 18, Paragraph 241).

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to incorporate the teachings of Lamkin et al. with those of McDonnell et al. as modified by O'Hare et al. in order to further control the distribution of content to wireless communication devices. This employs digital rights management, which protects the copyrights of media, to be applied to content, be it promotional or other secure distribution, supplied to a wireless communication device user.

Consider **claim 4**, as applied to claim 3 above, McDonnell et al. as modified by O'Hare et al. and further by Lamkin et al. further discloses denying the transmittal of the control commands if the count exceeds a given number (*Lamkin et al. – the file is no longer usable once the usage count is exceeded – Page 18, Paragraph 241).*

Consider **claim 6**, as applied to claim 2 above, McDonnell et al. as modified by O'Hare et al. fails to disclose that the server receives a user identification each time the portable wireless device is connected to the server.

In related art, Lamkin et al. discloses that a user identification is received at the server each time the portable wireless device is connected and maintaining a count of a number of times the user identification is received from the user (*read as when the device is logged in the user is required to log in in order to provide identification, – Page 38, Paragraph 561).*

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to incorporate the teachings of Lamkin et al. with those of McDonnell et al.

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as modified by O'Hare et al. in order to be able to monitor when a user is online and to provide security to the network and track usage since all active users can be monitored.

Consider **claims 7 and 34**, as applied to claims 2 and 20 above, McDonnell et al. as modified by O'Hare et al. discloses that the electronic content contains a plurality of electronic content portions which require control commands to be supplied before are rendered but fails to specifically disclose that the control commands are required each time and the counting of these command transmissions.

In related art, Lamkin et al. discloses that the electronic content contains a plurality of content portions (*read as the media can be audio, video, documents, etc. and in the instance when it is a movie, some scenes may selectively have different access rights – Page 18, Paragraph 241 and Page 34, paragraph 513*), transmitting a control command in response to a request from the user containing a user identification (*user is required to log in in order to provide identification – Page 38, Paragraph 561*) wherein the request is for the control command (*read as the access rights manager 482, which performs e-commerce transactions through the content acquisition agent 472, may be required to obtain or validate licenses for entities before allowing playback each time – Figure 4 – Pages 17-18, Paragraphs 240-241*), and maintaining a count of a number of times that the control commands are transmitted to the portable wireless device (*usage counts are maintained in the metadata – Page 17, Paragraph 239; additionally the user may only be granted for a given number of these usage counts, and each time the file is accessed the usage count is decremented – Page 18, Paragraph 241*).

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to incorporate the teachings of Lamkin et al. with those of McDonnell et al.

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as modified by O'Hare et al. in order to have more control over the provisioned content, allowing the content to be used in a more effective manner for individual situations.

Consider **claim 8**, as applied to claim 7 above, McDonnell et al. as modified by O'Hare et al. and further by Lamkin et al. discloses providing unrequested keys determined from the count (*Page 12, Paragraph 0152*).

Consider **claim 10**, as applied to claim 1 above, McDonnell et al. as modified by O'Hare et al. discloses that the electronic content contains a plurality of content portions and wherein a corresponding control command is required to be provided before the electronic application renders one of the plurality of electronic content portions, but fails to disclose that this control command is separately required before each rendering of the content.

In related art, Lamkin et al. discloses that the electronic content contains a plurality of content portions (*read as the media can be audio, video, documents, etc. and in the instance when it is a movie, some scenes may selectively have different access rights – Page 18, Paragraph 241 and Page 34, paragraph 513*) and wherein a corresponding control command is required to be separately provided each time the electronic application renders one of the plurality of electronic content portions (*read as the access rights manager 482, which performs e-commerce transactions through the content acquisition agent 472, may be required to obtain or validate licenses for entities before allowing playback each time – Figure 4 – Pages 17-18, Paragraphs 240-241*).

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to incorporate the teachings of Lamkin et al. with those of McDonnell et al.

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as modified by O'Hare et al. in order to have more control over the provisioned content, allowing the content to be used in a more effective manner for individual situations.

3. **Claims 12-13 and 18-19** are rejected under 35 U.S.C. 103(a) as being unpatentable over **McDonnell et al. (US Patent Application Publication 2002/0177449)** in view of **O'Hare et al. (US Patent Application Publication 2003/0104840)** further in view of **Donian et al. (US Patent Application Publication 2004/0003398)**.

Consider **claim 18**, McDonnell et al. discloses a method of enabling an electronic transaction, the method comprising the acts of:

providing storable electronic content to a user (*removable data carrier 83 – Figures 6 and 7 – Abstract; Page 5, Paragraph 0068*);

providing an electronic application to the user that restricts user access to the storable electronic content (*access to the inserted media is restricted – Abstract; Page 5, Paragraphs 0060-0061 and 0064*);

subsequent to the user being provided with the storable electronic content, providing content comprising control commands that are receivable from a party that desires the determined electronic advertising be provided to the user, the operation of the control commands enabling the electronic application to render the electronic content accessible to the user (*the user requests to access the content from the removable media, but must acquire appropriate authorization from a server to render the content accessible – Page 4, Paragraphs 0045-0050; Page 5, Paragraphs 0060-0061 and 0064*).

However, while McDonnell et al. disclose the act of providing access to content provided to a user upon appropriate interaction with a system other than the user by receiving a message

containing control commands, they fail to disclose that the control commands are received as electronic advertising content comprising the control commands.

In related prior art, O'Hare et al. disclose storing of content on a user's device and activating that content based upon a trigger (i.e. control commands) that is generated upon the user playing the received advertisement (*as the content is presented to the user based upon a trigger, a control command is issued to play the content stored on the user's device – Page 2, Paragraphs 0020-0022; Page 3, Paragraphs 0029-0030*).

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to incorporate the teachings of O'Hare et al. with those of McDonnell et al. because it is desirable to provide a minimally intrusive way to present preloaded information when a pertinent trigger is received.

However, McDonnell et al. as modified by O'Hare et al. fails to disclose the determination and provision of electronic advertising based on a personal profile.

In related prior art, Donian et al. discloses the determination of electronic advertising based on a personal profile (*preference parameters 678 – Page 18, Paragraph 223*). Donian et al. also teaches that once appropriate advertising is selected, it is transmitted to the user (*Pages 3-4, Paragraphs 49 and 55 – using the intersplicer 518 which initializes settings 782 that can control how the playback proceeds and prepares all of the content that is ordered by the user – Page 18, Paragraph 230*).

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to incorporate the teachings of Donian et al. with those of McDonnell et al. as modified by O'Hare et al. in order to provide more appropriate advertising with the requested

media to the end-user so they are not presented irrelevant information which may discourage them from returning to the service.

Consider **claim 19**, as applied to claim 18 above, McDonnell et al. as modified by O'Hare et al. and further by Donian et al. fails to teach the acts of monitoring the user selection of electronic content and providing an update to the personal profile based on a result of the monitoring.

However, Donian et al. further teaches the acts of:

monitoring user selection of content (*read as the intersplicer 518 keeps an account of which ads have been seen, advertisements which have been selected based on content – Page 19, Paragraph 239*); and

providing an update to the personal profile based on a result of the monitoring (*read as the intersplicer can select new advertisements to present to the user in the case that a particular advertisement has already been seen – Page 19, Paragraph 239*).

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to incorporate the teachings of Donian et al. with those of McDonnell et al. as modified by O'Hare et al. so that the same advertisement is not repeatedly provided to the consumer, to maximize the effect of the advertising.

Consider **claims 12 and 13**, as applied to claim 11 above, McDonnell et al. as modified by O'Hare et al. teach that the electronic application renders the electronic content accessible to the user but fails to disclose that the electronic advertising content in a determined order.

In related prior art, Donian et al. discloses that the electronic advertising content in a determined order (*Donian et al. – read as the appropriate demand determines when the*

advertising is placed into the media – Page 4, Paragraph 55 – and the intersplicer 518 initializes settings 782 which can control how the playback proceeds – Page 18, Paragraph 230).

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to incorporate the teachings of Donian et al. with those of McDonnell et al. as modified by O'Hare et al. in order to provide the advertising content when it is most relevant.

4. **Claim 9** is rejected under 35 U.S.C. 103(a) as being unpatentable over **McDonnell et al. (US Patent Application Publication 2002/0177449)** in view of **O'Hare et al. (US Patent Application Publication 2003/0104840)** in view of **Lamkin et al. (US Patent Application Publication 2004/0220926)**, further in view of **Donian et al. (US Patent Application Publication 2004/0003398)**.

Consider **claim 9**, as applied to claim 7 above, McDonnell et al. as modified by O'Hare et al. and further by Lamkin et al. discloses the act of providing electronic advertising content renderable by the electronic application, but fails to disclose that this information is determined from the count

In related prior art, Donian et al. discloses the act of selecting advertising content based on monitoring user selection of content (*read as the intersplicer 518 keeps an account of which ads have been seen, advertisements which have been selected based on content – Page 19, Paragraph 239*) and providing an update to the personal profile based on a result of the monitoring (*read as the intersplicer can select new advertisements to present to the user in the case that a particular advertisement has already been seen – Page 19, Paragraph 239*).

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to incorporate the teachings of Donian et al. with those of McDonnell et al. as modified by O'Hare et al. and further by Lamkin et al. so that the same advertisement is not repeatedly provided to the consumer, to maximize the effect of the advertising.

5. **Claims 5 and 33** are rejected under 35 U.S.C. 103(a) as being unpatentable over **McDonnell et al. (US Patent Application Publication 2002/0177449)** in view of **O'Hare et al. (US Patent Application Publication 2003/0104840)** further in view of **Ochiyama et al. (US Patent Application Publication 2004/0031377)**.

Consider **claims 5 and 33**, as applied to claims 2 and 20 above, McDonnell et al. as modified by O'hare et al. fails to disclose that the electronic application can only render the electronic content when connected to the server.

In related art, Ochiyama et al. discloses that the electronic application is only able to render the electronic content while the portable wireless device is connected to the server (*read as the TOC information is sent to the portable phone device 200 – Page 12, Paragraph 162*).

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to incorporate the teachings of Ochiyama et al. with those of McDonnell et al. as modified by O'Hare et al. in order to only allow content to be rendered while connected to a server, allowing only the most up to date information to be displayed, rather than information stored on the phone or media and to allow for further controlled management of distributed content.

Response to Arguments

1. The arguments with respect to the amendments to claims 1, 18, and 20 have been considered but are not persuasive. The Examiner believes that the cited prior art reads upon the added limitation for at least the reasons below.
2. The control commands are considered to be generated upon the user playing the electronic advertising content because (as discussed by McDonnell et al. as modified by O'Hare et al., specifically O'Hare et al.) action of retrieving and viewing the content stored on the user's portable device is in itself issuing a control command to cause the device to present the content to the user. Therefore disclosing the limitation of "[commands]... that are generated upon the user playing the electronic advertising content..."

Conclusion

1. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the mailing date of this final action.

2. Any response to this Office Action should be **faxed to (571) 273-8300 or mailed to:**

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Hand-delivered responses should be brought to

Customer Service Window
Randolph Building
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Alexandria, VA 22314

3. Any inquiry concerning this communication or earlier communications from the Examiner should be directed to Simon A. Goetze whose telephone number is (571) 270-1113. The Examiner can normally be reached on Monday-Thursday from 7:30am to 5:00pm and Friday from 7:30am to 4:00pm.

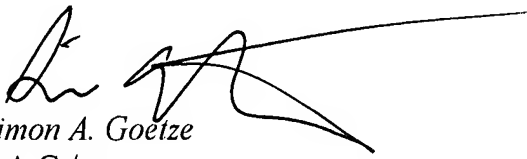
If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's supervisor, Nick Corsaro can be reached on (571) 272-7876. The fax phone number for the organization where this application or proceeding is assigned is (571) 273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR

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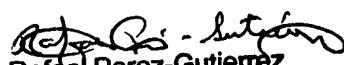
system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free) or 703-305-3028.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist/customer service whose telephone number is (571) 272-2600.



Simon A. Goetze
S.A.G./sag

October 29, 2007



Rafael Perez-Gutierrez
Supervisory Patent Examiner
Technology Center 2600
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10/29/07